



WPTV

ORDER

Print Date 08/31/12

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Flight Dates 09/04/12-09/10/12

Contract / Revision 309665 /

Original Date / Revision
08/30/12 08/30/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE
Washington, DC 20003-3021Product
Priorities USA Acton

Agency Com 15%

Billing Contact

1322 G Street SE
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1559

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	22	\$16,787.50	\$19,750.00	0.00
Totals	22	\$16,787.50	\$19,750.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	22	\$16,787.50	\$19,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	09/04/12	09/07/12	M-F 1235-135a Fallon	CM	1235-0135a	- 1 - - 1 - -	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- 1 - - 1 - -		2				\$250.00		0.00			
N 2	WPTV	09/06/12	09/10/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1 - - 1 - -	:30	2	\$500.00	P-2	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--- 1 ---		1				\$500.00		0.00			
		Week: 09/10/12	09/16/12	1 - - - - -		1				\$750.00		0.00			
N 3	WPTV	09/08/12	09/08/12		CM	7-8p	- - - - - S -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00



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Contract / Revision **309665** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA Acton**

Estimate # **1559**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Sa 7-8P Sa 7-8P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$500.00		0.00			
N 4	WPTV	09/06/12	09/06/12	M-F 7-730p M-F 7-730p	CM	7-730p	---1---	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---1---					1	\$950.00		0.00			
N 5	WPTV	09/07/12	09/07/12	M-F 530-6p M-F 530-6p	CM	530-6p	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$1,000.00		0.00			
N 6	WPTV	09/05/12	09/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	--1----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--1----					1	\$1,000.00		0.00			
N 7	WPTV	09/10/12	09/10/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	1-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	1-----					1	\$650.00		0.00			
N 8	WPTV	09/07/12	09/07/12	M-F 10-11a M-F 10-11a	CM	10-11a	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----1--					1	\$600.00		0.00			
N 9	WPTV	09/04/12	09/04/12	M-F 9-10a M-F 9-10a	CM	9-10a	-1-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-1-----					1	\$650.00		0.00			
N 10	WPTV	09/09/12	09/09/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$500.00		0.00			
N 11	WPTV	09/09/12	09/09/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$350.00		0.00			
N 12	WPTV	09/08/12	09/08/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$600.00		0.00			
N 13	WPTV	09/08/12	09/08/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$350.00		0.00			
N 14	WPTV	09/05/12	09/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	--11---	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--11---					2	\$2,500.00		0.00			
N 15	WPTV	09/05/12	09/07/12	M-F 6-7a M-F 6-7a	CM	6-7a	--1-1--	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--1-1--					2	\$1,800.00		0.00			



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Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **Priorities USA Acton**

Estimate # **1559**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 15	WPTV	09/05/12	09/07/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 1- 1--	:30	2	\$1,800.00	P-2	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-- 1- 1--					2	\$1,800.00		0.00		
N 16	WPTV	09/04/12	09/10/12	M-F 5-6a M-F 5-6a	CM	5-6a	11- 1- - -	:30	3	\$750.00	P-2	0.00 NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	- 1- 1- - -					2	\$750.00		0.00		
Week:		09/10/12	09/16/12	1- - - - -					1	\$750.00		0.00		
													Totals	22 \$19,750.00